



Hey look! It's me, Walker!

CATCH UP WITH THE SUN ...

Where today's Graphic Arts technicians learn the printing innovations of tomorrow

The many facets of the Graphic Arts industry are subject to rapid and dramatic changes. Unlike years past, one can not depend on the skills of master craftsmen who have acquired their printing knowledge over a lifetime of apprenticeship and work.

The modern Graphic Arts industry now relies on a new breed of printing technician whose orientation is towards the technological advancements and refinements in the field. As a consequence, owners, managers, technicians, and all others involved in the Graphic Arts field must constantly keep pace with the new developments in equipment, materials, and technical and business methods, in order to keep their businesses competitive and profitable. The 17th SGAC gives you the opportunity to absorb this vital information first hand.

Over 240 of the nation's leading suppliers will be exhibiting the latest in presses, bindery equipment, cameras, papers, inks, chemicals, and other equipment, materials and services which will all serve to make the Orlando show "the show for all printers". Of special interest this year will be fool proof scanners, full page makeup equipment, new silverless plates, sophisticated instrumentation, auto-stripping devices, computer estimating and planning systems, exact registration devices, computer aided word processing and photocomposition equipment, impact printing presses, lasers, web, tension and water controls, and water process plates.

The Sponsor

The Southern Graphic Arts Congress is sponsored by the Graphic Arts Association of Central Florida, an independent group of printers and Graphic Arts suppliers. They, along with National Expositions, have an impressive track record of creating the Orlando show as an active, complete, down-to-earth "printers show"...designed to advance the science and technology of the Graphic Arts field for all those involved in the industry...from apprentice to pressman—from salesman to president. In fact, the Orlando show is ranked with National shows in size, activity, scope, and impact. The 17th SGAC has broken existing records with respect to show size. Many exhibitors will be unveiling products for the first time at SGAC. ...So...

Whether you are a commercial printer or a captive plant, a big shop or quick printer, a converter or newspaper printer—you owe it to your company and yourself to attend this proven industry forum.

Printed in Florida

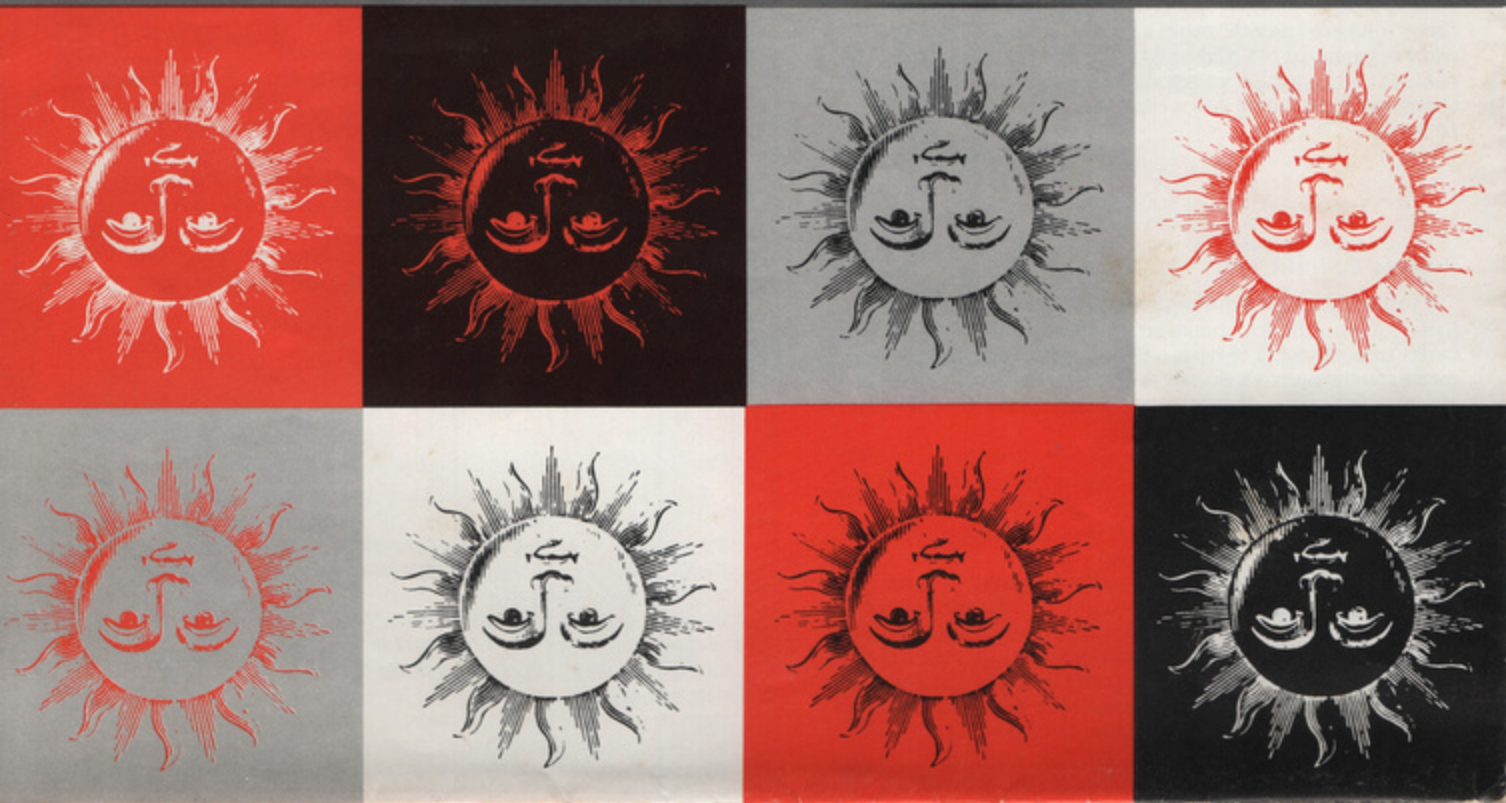
This year we will have a new display area in the lobby. Be sure to stop by! For complete description of the contest categories, rules and applications contact—the Graphic Arts Association office: 411 Park Avenue, North, Winter Park, Florida. 32789

CATCH UP WITH THE CHANGE

November 4 - 5 - 6, 1982
Expo Centre, West Livingston Street, Orlando, FL

SOUTHERN GRAPHIC ARTS CONGRESS

17th



**1982'S LARGEST
SOUTHERN SHOW**



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THE 17th
SOUTHERN GRAPHIC
ARTS CONGRESS**

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Roger Fleming



Bruce Kinsey



Paul Massey



Raymond J. Prince

Seminars

Supplement your visit by attending one or more workshops. Under the direction of Rod Jones, President, Printing Industries of Florida, workshops are directed by top PIA, GATF, or independent printing industry executives. These inexpensive, informative, tax-deductible sessions will give valuable answers to your current and future problems.

All workshops will be held in the Expo Centre from 9:00 A.M. to Noon. Registration is limited by size of rooms. Register now to assure your place.

THURSDAY, NOV. 4

BASIC LINE and HALFTONE PHOTOGRAPHY

T-1

Frank S. Benevento, Graphic Arts Technical Foundation

It's not easy to operate a camera...ask any camera operator. The important functions of the camera operator's job—changes in illumination, the use of contact screens, exposure control, filters, densitometry techniques—if not handled well will reduce the effectiveness of the camera department. Artists, strippers, production planners, and even camera operators themselves sometimes have misunderstandings. A brief introduction to what is needed to go from black and white photography to direct screen color separation will be discussed. Seminar highlights will include: Camera systems and processing equipment • Basic camera techniques • Line copy and halftones • Diffusion transfer • Contact films and equipment • Quality control aids and devices • AIM Points • Environmental considerations • Special effects and • Converting from black and white to color photography.

SOLVING PAPER and INK PROBLEMS ON PRESS

Raymond J. Prince, GATF

T-2

When we consider problems in the pressroom, the influence of paper and ink cannot be overlooked. If a basic understanding is developed regarding characteristics of paper and ink and their interrelating effects on press, it is easier to control many of the problems that arise.

This seminar will examine the causes of such problems as hick-ey, mechanical and gloss ghosting, poor ink drying, sheet curl, ink chalking, halftone mottling, ink piling, scumming, tinting, poor trapping, and how they relate to the press, paper, and ink. Seminar attendees will be shown simple tests that can be made in any printing plant to help select paper and inks that can minimize potential pressroom production problems. Seminar highlights will include: Importance of proper paper handling techniques • Ink trapping • Paper and ink relationships on press • Ink drying and • Proper use of ink additives.

DO I NEED A COMPUTER?

Bruce Kinsey, Printing Management Marketing Consultant

T-3

Many printers are asking whether or not they need computers, and are looking for reasonable answers. Mr. Kinsey has them. Most important fact is that some do and some don't, and it is essential to know how to identify the category in which you fall.

Those who attend this seminar will find out the pitfalls of computer selection, the questions to ask the salesman of hardware and software, how to evaluate what you really need, how you should use the information generated, how to be sure the computer is really being fully used by your people, and the current state of computer usage in the industry. Mr. Kinsey never recommends a printer should or should not have a computer. What he does do is offer suitable guidelines which can enable managers to make wise computer decisions.

PRICING STRATEGIES FOR COMMERCIAL PRINTERS

Robert Lindgren, General Manager, P I Illinois

T-4

When it comes down to it, all of us would like to make more money. Almost 20 years ago, the McKinzie Report on the graphic arts industry identified the principal difference between high profit printers and low profit printers as the fact that high profit printers charged more for the work. That neat and obvious insight is reasonable in its face but tough to implement. In this seminar, Bob Lindgren will attempt to help us to find the best pricing strategy in our marketplace and answer questions like "What is the role of cost in pricing strategy?", "How do I identify the best customers and products?" and "How do I encourage my sales force to work toward profit maximization?"

FRIDAY, NOV. 5

100-PLUS TECHNICAL IDEAS ON PRODUCING CONSISTENT QUALITY

Raymond J. Prince, GATF

F-1

You may be doing all the right things and be fairly satisfied with your planning procedures, and production team. We hope so. This seminar is an "idea" sparkler to further improve your approach to critically analyzing your production operation—incoming copy through press production. Mr. Prince will give not one, but several approaches to troubleshooting, or problem solving, and will show you how to apply these to productivity, and print quality problems. Best of all, the seminar will present ways to prevent problems from occurring in the first place; ways to "fine

tune" your operations in order to achieve maximum quality and productivity. Some problem areas covered will be: Color control • Ghosting • Ink drying • Paper runnability and waste • Plate life and plate remakes • Press productivity • Preventive maintenance • Where "profits" begin • Quality control • Correct use and interpretation of QC devices • Dot size control • Control of hue error and grayness • Custom designing ink • Elimination of scumming and blinding and • How to build latitude into the pressroom.

SOLVING PRE-PRESS AND PLATE PROBLEMS

Eugene Bulinski, GATF

F-2

If you find yourself remaking a number of litho plates because there is a problem, you should attend this seminar to develop a better understanding of what are causing the problems that are created in the prepress as well as on press. Once the problems are identified and understood, they generally can be easily solved.

Causes of problems such as plate cracking, blinding, scratches, scumming, image fit and register problems, and others will be discussed. It is important to identify whether a given problem is caused in the platemaking operation or on press. Many times, we try to solve the problem in the wrong area.

The different kinds of litho plates will be covered in terms of the most appropriate type of plate to use for different kinds of jobs. Proper plate handling and plate processing will be discussed to include the care and maintenance of exposing and processing equipment. No seminar on plates would be complete without considering the QC devices and techniques necessary to get the same quality image on plate that is in the film.

HOW TO GET YOUR PEOPLE TO PRODUCE MORE

F-3

Paul Massey, Executive Director of Printing Association of Georgia, Inc.

There are many myths about the theory and practice of employee motivation. One thing, however, is certain...the ability to motivate workers to produce more is one of the most valuable attributes a manager can possess...especially in these uncertain economic times.

Every Printing Industry leader and expert agrees that today, more than ever, getting employees to produce more must become a major management goal of companies serious about staying in business and making a profit.

This practical seminar will help take the guesswork out of employee motivation...what works, what doesn't and why. Participants will learn workable methods of stimulating employee enthusiasm and gaining stronger employee commitment...as well as successful ways to increase productivity and employee morale all in a "common sense" format that can be put to use the very next day.

HOW TO SELL MORE PRINTINGS

Bruce Kinsey, Printing Management Marketing Consultant

F-4

This seminar will be of interest to printers of all sizes and types. Mr. Kinsey will discuss marketing strategy...the discovery and penetration of markets adapted to the production capabilities of printing companies. His presentation also examines pricing and its use in the selling and profit functions and advertising and promotion as strategies to improve printing sales. An important part of his seminar will be that devoted to personal selling. In times like the present, the most important responsibility of the owner-manager is to keep a sustained level of sales. Mr. Kinsey's expertise in this field can do much to help printers accomplish this goal.

AM I PROPERLY INSURED—HOW CAN I SAVE MONEY ON WORKER'S COMPENSATION?

Roger Fleming, PIF Insurance Consultant

F-5

As insurance costs keep changing, it is important for the businessman to have a better understanding of how the industry operates. Mr. Fleming will discuss several aspects of this process, including how the rates are set, the factors which affect premium levels, and the like. He will talk about the subject of analyzing insurance costs and conditions which affect such costs. Drawing on considerable experience in handling insurance of all kinds, Mr. Fleming will offer managers and financial personnel an opportunity to learn the process which can help make insurance more of a boon and less of a burden.

(For Quick Printers and Small Commercial Printers) PROPER PRICING FOR THE QUICK PRINTER IS THE NAME OF THE GAME

Don Piercy, Executive Director, AQPA, Houston

F-6

Through actual hands-on practice (you'll need a hand calculator) Mr. Piercy will guide you through an estimating exercise, demonstrate how profitable printers determine cost, applying mark-ups that will achieve a predetermined profit goal for your business, and assist you in developing your Return on Investment Goals. Seminar participants will be able to finally understand the relationship between costing, markup, productivity, net profit, return on investment and sales volume & marketing. By understanding costing and pricing and its relationships to the financial areas of your business, you'll be able to answer several important questions: Are my prices right? Am I selling enough? Am I earning as owner what I should earn? What should I sell more, or less? Where is my company out of financial balance? Are my employees productive?

SATURDAY, NOV. 6

QUALITY PRINTING ON YOUR DUPLICATOR

Frank S. Benevento, GATF

S-1

The small offset press (duplicator) is producing quality which sometimes rivals that of the larger offset press. In-plant and smaller offset plants are producing an exceptional number of single-color and multicolor jobs on duplicators.

This seminar presents the facts about how to control the press lithographic process using photodirect and aluminum plates and how to maintain job quality. Following a brief review of the press printing unit, inking and dampening, emphasis will be placed on the characteristics of small press litho techniques.

The seminar will include discussion of small press settings, paper problems, and the making and running characteristics of various types of plates.

COLOR STRIPPING TIPS

Eugene Bulinski, GATF

S-2

Color stripping can be a very time consuming and a laborous task. Therefore, many materials, techniques and procedures have been developed to improve accuracy and productivity. As much as 40% of production time can be saved by utilizing such things as preangled tints, materials and procedures that eliminate hand-cutting of keyline art, cross-screening techniques, and other important tips.

Seminar highlights will include: How to plan the most effective and efficient procedures when stripping for color work, • What you must know about photographic film contacting—films and procedures and the problems and solutions of holding size • Getting the most out of artwork—utilizing art and register marks

Eugene Bulinski



Frank S. Benevento



Don Piercy



Ralph Moon



to the stripper's advantage (and making certain art is prepared correctly), • Window construction with half-dot laps • Unique techniques and methods for registering four-color process printing • Making tints and determining screen angles for the color job • The stripper's total responsibility for quality and • The T-marks and how to use them.

HIRING and FIRING WITHOUT LEGAL PROBLEMS

Ralph Moon, PIF Labor Attorney

S-3

There's no big deal about hiring and firing employees...you just do it. But is that all? The answer is that is not nearly all...the function of adding new employees or discharging those not needed is one which has caused grief to many a manager who did it badly. Mr. Moon, with a background both as a printing manager and a labor attorney, knows the thousand different troubles which can result from careless hiring and firing practices, especially the latter. Since personnel relations are becoming important even to companies of the smallest size, attendance at this workshop will be instructive and fruitful to everyone who is working for or with others. You may also save money, too, by avoiding mistakes which could affect compensation.

HOW TO INCREASE PROFITS FOR SMALL PRINTERS/QUICK PRINTERS

Don Piercy, Executive Director, AQPA/Houston

S-4

Even if a printing company estimates correctly and applies profitable mark-up it can still suffer from low profit and go out of business. Understanding how to keep score (the operating statement) and understanding the score sheet is as important as estimating properly. Through the technique of playing a game, Gus Gold's dilemma, participants will analyze a printing business with \$500,000 in sales and no profit. You'll learn what **productivity** really is, how much the owners should earn in salary, how much sales are **normal**, when you need a price increase, techniques of management that can make you more profitable. Bring a hand calculator with you.

REGISTER NOW FOR THE 17th SGAC

EXPOSITION AND WORKSHOP REGISTRATION

□ Please register me for the following workshops(s) at a cost of \$40 each. This fee includes entrance to the exhibits for all three days.

- | | | |
|-------|-------|-------|
| □ T-1 | □ F-1 | □ S-1 |
| □ T-2 | □ F-2 | □ S-2 |
| □ T-3 | □ F-3 | □ S-3 |
| □ T-4 | □ F-4 | □ S-4 |
| | □ F-5 | |
| | □ F-6 | |

□ Please register me for the exposition only at a cost of \$3. (Admission fees will be higher at the door.)

□ Enclosed is my check in the amount of \$_____

I understand that I will receive my show admission badge, tickets to the workshops and embossed plastic "Instant Info" card in the mail approximately three weeks before the show.

Name _____ Title _____

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HOTEL REGISTRATION FORM

Send this form to: Southern Graphic Arts Congress Housing
c/o National Expositions Co., Inc.
14 West 40th Street
New York, NY 10018

The hotels listed below have reserved blocks of rooms for SGAC attendees. Please indicate two hotel choices. CONFIRMATIONS WILL BE SENT DIRECTLY TO YOU FROM THE HOTEL. Rooms will be assigned on a first-come, first-served basis. Please complete and mail the form to the housing office.

	SINGLE	DOUBLE/TWIN
Harley Hotel of Orlando 151 E. Washington Street 305-841-3220	\$44	\$49
Hilton Inn West 3200 W. Colonial Drive 305-295-5270	\$40	\$45
Howard Johnson's Downtown 304 W. Colonial Drive 305-843-8700	\$40	\$45
Orlando Marriott Inn (near Disney World) 8001 International Drive 305-351-2420	\$60	\$60

All applicable taxes will be added to above rates.

Name of person making reservation _____

Company Name _____

Company Address _____

City _____ State _____ Zip Code _____

Phone _____ Hotel Choice (1) _____

(2) _____

Rate	Type Room	Occupant(s)	Date & Time Arrival	Date & Time Departure
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(1) _____

(2) _____

□ Please reserve a rental car.



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The Exhibitors

(as of Aug. 27, 1982)

Acti Products • AGFA - Gevaert • AGS • ALPHATYPE • AM International • Amjo • Anitec Image • Appell & Macke Machinery • Appleton Papers • Armarco Marketing Co. • Art Laminating • Atkins Paper • Autologic • Avery International / Fasson • Base-Line Printing • Beta Screen • Boston Printing Ink • H.S. Boyd • Brumac Industries • Business Cards Tomorrow • By-Chrome • Byrd Business Forms • Capitol Engraving • Cavalier Products • Central Paper • Chase Thermographers • Clark Paper Box & Finishing • Color Services (Graphicolor Services) • Compugraphic • Continental Graphic Arts • Coronet Thermographers • Count Numbering Machine • Crosfield Electronics • A.B. Dick • Dobbs Bros. Library Binding • DS America • Duostat • DuPont • Dynamic Graphics • Eastman Kodak • Economy Printing • Emerald Film System • Enco Printing Products/Div. American Hoechst • Ennis Business Forms • Eseco-Speedmaster • Essex Chemical • Fed-Cal • Filmcraft/Div. Arthur A. Rothschild & Associates • Flexible Products/Camera Bellow Division • Florida Graphics • Four Seasons Counting Systems • Gallo Machine • Gans Ink & Supply • Georgia Pacific • Graham-Jones/A Mead Co. • Graphic Arts Supply • Graphic Resources • Gerber Scientific Instrument • GTI-Graphic Technology • Hancock Printing Equipment • Hays Printing • HCM Graphic Systems • Heidelberg Eastern/Profit Control Systems • Houston Printing • Howson Algraphy • HPS of Florida • Iconics/Snook • Inland Printing Equipment • In-Plant Reproductions • Itek Composition Systems • Justrite Envelope • Kendall • Kis North America • Logetronics • LTD Graphics • McPherson's • 3M/Printing Prods. Photo Prods., Industrial Graphics, & Imaging Prods. • Mac Papers • Macke Graphics • Marketing Unlimited • Martin Instrument • Martin Yale Industries • Masterpiece Studios • Mead Digital Systems • Mead Paper • Mergenthaler Linotype • Mitrak International • Muller-Martini • N.A.P.L. • Nashua • Natsco Products Florida • NuArc Co. • Ohio Blow Pipe • Ordibel • Pako Palmer Paper • Pass Inc. (Div. Senco of Florida) • Perez Trading/Coral Paper • Milt Phillips & Assoc. • Phillips & Jacobs • Photovision of California • Pickwick Papers-Masking Division • Pioneer Announcements • Pitman • Polychrome • Printer's Hot Line • Printers' Service of Florida • Printers Shopper • Printers Software • Profold • Quality of Miami • Quick Printing Magazine • Radiographic Systems • Ram Marketing • Regency Thermographers of Georgia • Richardson Graphics • Robbie Manufacturing • Harry H. Rogers • Rogers Graphic Service • Rollem of America • Rutherford Machinery/Div. Sun Chemical • Lee Ryder Lamination • Sandco • Sandmar/Div. Geiss-America • Saxon Paper-Florida • Seal-o-matic • Virgil L. Snow • Southern Business Card • Southern Graphics Magazine • Spinks (Sunday Publications) • Spiral Binding Co. • Stewart Systems • Strippriener • Sun Graphics • Sunrise • Super Speed • Tampa Bay Graphics Equipment • Tampa Envelope Mfg. & Paper • Thermoseal Manufacturing • Therm-o-type • Ticket Factory • Tobias Associates • Trade Engraving • Transilwrap of Atlanta • Transkrit • Charles Turzak Paintings & Graphics • Unijax • United Industries • Valbro Business Forms • Van Son Holland • Varn Products • VIP Stationery • Virginia Paper • Vista Color • Visual Graphics • VWR Scientific • Jim Walter Papers • S.D. Warren • West Mark • Windmill Printing Equipment • Winsted Thermographers • WWF Paper Florida • Xerox • X-Rite •

Orlando

An Ideal Place to Combine Business and Vacation

SGAC participants will enjoy a rare opportunity to combine business with a family vacation. Orlando's inviting climate, entertainment spots and luxurious hotel accommodations make it the ideal place to take your family. Arrive several days early for the show or plan to stay afterward to visit local attractions including Disney World, the brand new EPCOT (Experimental Prototype Community of Tomorrow), Cypress Gardens and the Six Flag's Stars Hall of Fame. Bring your golf clubs, bathing suits, and tennis racquets to Orlando, where outdoor sports are year-round activities!

17th SGAC Show Hours

THURSDAY, November 4 2:00 PM - 7:00 PM
FRIDAY, November 5 12:00 Noon - 8:00 PM
SATURDAY, November 6 10:00 AM - 5:00 PM

17th SOUTHERN GRAPHIC ARTS CONGRESS

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Travel Information

Save an Additional \$10.00 Off the Supersaver Airfare Guaranteed Airfares...No Restrictions on Choice Flights

SOUTHERN GRAPHIC ARTS CONGRESS is pleased to announce that Karson Travel has been appointed travel coordinator for the 17th Southern Graphic Arts Congress. They have made arrangements with all the major airlines from all major U.S. cities for "The Orlando Show".

A special discount is available for delegates travelling roundtrip on UNITED AIRLINES flights from their home city to Orlando during October 28 - November 17, 1982. Save an additional \$10.00 off the supersaver airfare from your home city to Orlando and guarantee airfares as of August 15, 1982.

The advance booking and ticketing restrictions that exist on all other discounted airfares have been waived and, in most cases, permits ticketing up to the day of departure. Travel with no restrictions, ticketing deadlines or penalties for late changes. The special discount airfares ARE NOT AVAILABLE TO THE GENERAL PUBLIC.

Here are examples of the savings

Departure City	Roundtrip Coach Fares to Orlando	Roundtrip Supersaver Fares to Orlando	Roundtrip Graphic Arts Fares to Orlando
Denver	\$462	\$296	\$286
Chicago	\$462	\$183	\$173
Cleveland	\$470	\$276	\$266
Pittsburgh	\$480	\$206	\$198

(subject to change without notice)

 **UNITED**

SPECIAL DISCOUNTED SOUTHERN GRAPHIC ARTS CONGRESS AIRFARES are available through Karson Travel. Ask for the special discount from your home city!

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